

WAKE FOREST UNIVERSITY LIBRARIES



3039921905301

WAKE FOREST UNIVERSITY



3 0399 2190530 1

WAKE FOREST UNIVERSITY

THE Z. SMITH REYNOLDS LIBRARY



CALL NO.

TK6540

J6x

v.8

Sept. 1970-

Apr. 1971

NO LONGER THE PROPERTY OF THE
WAKE FOREST UNIVERSITY LIBRARY

NOT TO BE CIRCULATED

TK6540

J6x

v.8

Sept. 1970-

Apr. 1971

JOURNAL OF COLLEGE RADIO


SEPTEMBER, 1970



WAKE FOREST UNIVERSITY
LIBRARY

WE'VE
COME
A LONG
WAY...

GENUINE
PHILLIPS'
MILK OF
MAGNESIA



Stay tuned to our
million dollar movie, as
Phillip's Milk of Magnesia
brings you -
Woman on the Run
(BROADCASTING BLUNDERS #2)

COLUMBIA SCHOOL OF BROADCASTING

NOT AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM, INC.,
OR ANY OTHER INSTITUTION.



SEPTEMBER, 1970
VOL. 8, NO. 1

Vice President and Publisher
JACK DESKIN

Editor-in-Chief
TED LEITNER

Associate Editor
DALE ROSS

Assistant Editor
WILLIAM HUGHES

Director, Art & Design
WILLIAM BURNS

Director, Circulation
M. J. INGRAM

Director, MID
ED MEYERING

Director, Advertising
GARY SCHAEFER

Contributing Editor
BILL McCLOSKEY
M. C. TOPPING

Sales Representatives
G. R. HOLTZ
MAURICE A. KIMBELL CO., INC.
2008 W. Carson St., Suite 203
Torrance, Calif. 90501
213-320-2204

MAURICE A. KIMBELL CO., INC.
580 Market St., Room 400
San Francisco, Calif. 94104
415-392-3365

IBS, INC.
President
GEORGE F. EUSTIS, JR

JOURNAL OF COLLEGE RADIO

Intercollegiate Broadcasting System, Inc.

University of Oklahoma
203 First St., Room 217 Norman, Oklahoma 73069

IN THIS ISSUE

MANAGERIAL GUIDELINES	8
NAB FALL CONFERENCE DATES	10
STATION OF THE MONTH	14
WIRED WIRELESS GOES TO SEA	16

DEPARTMENTS

PUBLISHER'S REPORT	2
FROM THE EDITOR	4
LETTERS TO THE EDITOR	6
NATIONAL NEWS	9
McCLOSKEY REPORT	12
BOOKS FOR BROADCASTERS	12
SELLING IDEAS	17
MUSIC INDUSTRY DEPARTMENT	18
REGIONAL NEWS	20
TECH TIPS	22
SIGN OFF	24

ON THE COVER

We've come a long way, and we've got a long way to go . . .
LET'S GET WITH IT!

The Journal of College Radio is published monthly except January, May, June, July, and August at the University of Oklahoma, Norman, for the Intercollegiate Broadcasting System, Inc. (a non-profit organization), 2005 Industrial Bank Bldg., Providence, R.I. 02903.

The Journal of College Radio was founded in 1941 by the Intercollegiate Broadcasting System, Inc., using the title *IBS Bulletin*. The name was changed in 1955 to *IBS Newsletter*. In 1964 it became *COLLEGE RADIO* and in 1969, *The Journal of College Radio*.

Annual subscription price is \$3.00. Single copy price 50 cents, and the Annual published in October, \$2.00. Outside the U.S.A. add \$1.00 per year for postage. Single copies, add 25 cents. Back issues when available, are \$1.00. Reprint cost given on request.

Send subscription order and change of addresses to: Circulation, *The Journal of College Radio*, Room 203, 217 1st Street, Norman, Oklahoma 73069. On changes, please include both old and new address plus address label from back of Journal, if possible.

Second-class postage paid at Norman, Oklahoma 73069. Printed by Heritage Press, Stillwater, Oklahoma, U.S.A. Copyright 1970 by IBS, Inc.

PUBLISHER'S REPORT

JACK DESKIN

Another year, another volume. This year the JOURNAL is being published at the University of Oklahoma, probably best known for its "Big Red" football teams. The Department of Speech has made available office space for JCR's headquarters.

I am taking this year off from teaching to finish a Ph.D. Leitner has moved here also. He will be finishing a M.A. and working for the University.

One of the exciting things we both will be doing is research concerning college radio operation and programming. Because of private funding, we will be able to research several of the questions and problems incurred by the collegiate broadcaster. When you receive a questionnaire from us, please fill it out and return it promptly. I realize some questionnaires take valuable time to fill out, and at least one will require some research on your part. But the time you spend will be of service to you and all college stations.

The Federal Trade Commission is becoming as well known as the Federal Communications Commission, at least to broadcasters. The FTC is in a process of reorganization, new leadership, and new direction. In addition to a wholesale restructuring from within, much activity is giving new emphasis to strengthening and enlarging the role of the eleven FTC field offices. These "little FTCs," as they are called by the AAF, are slated for more autonomy, including freedom to conduct investigations and deal locally with consumer problems.

As an innovation, a corps of 77 consumer specialists will be dispersed by the end of summer to field offices around the country.

Highlights of the structural reorganization are consolidation of old bureaus and the establishment of two new ones—Competition and Consumer Protection. The former Bureau of Economics will remain unchanged.

For the delegates, convention time is over and it will be almost a year before the IBS and NAB Convention materialize again. For this reason, JCR has decided not to carry a complete wrap-up of convention news in this issue. We realize some readers would appreciate a wrap-up issue, but for most, it is over with, and a new convention is on its way. One reminder about conventions: CONVO 32, the 1971 IBS National Convention, is slated for the Biltmore Hotel in New York City for April 15, 16, 17, and 18, 1971.

The Association for Professional Broadcasting Education elected new officers this past spring. Thomas E. Bolger, president of WMTV, Madison, Wis., is the new president of APBE.

Other new officers are vice president John Pennybacker, Louisiana State University, Baton Rouge, La., and secretary-treasurer Clark Pollock, Nationwide Communications, Inc., Columbus, Ohio.

Dr. Harold Niven, NAB vice-president for planning and development, is the APBE executive secretary.



They learn from the best combo* on campus

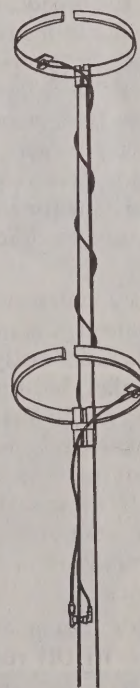
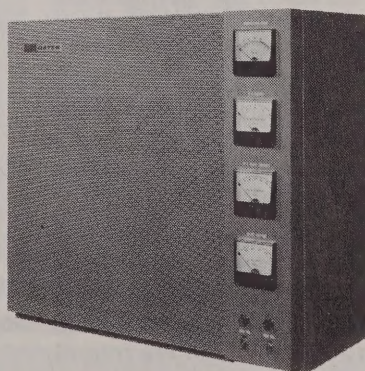
More college radio stations educate, entertain and inform students with this great Gates combo than with any other. And every semester the total grows.

Why? Because the Gates BFE-10C is specially designed—and FCC approved—for educational FM broadcasting. It features a reliable, easy-to-understand exciter with direct crystal controlled cascade modulation. And the self-contained BFE-10C is so compact it mounts easily on a wall or desk top.

Add our two-bay FM-22 omni-directional antenna with a power gain of 1.6 and you'll have more than just the best combo on campus. You'll have a station designed for the future—today!

Let's talk it over. For more information on this economical twosome, call (217) 222-8200. Or write Gates, 123 Hampshire Street, Quincy, Illinois 62301.

**Gates' 10-watt BFE-10C
FM transmitter and two-bay
FM-22 omni-directional antenna.*



HARRIS
INTERTYPE
CORPORATION

GATES
A DIVISION OF HARRIS-INTERTYPE



FROM THE EDITOR TED LEITNER

Without question, students of broadcasting at colleges and universities across the country are a staunch breed, not easily deterred from their pursuits.

While business and engineering students continue their studies toward degrees and relatively secure jobs within their respective industries, radio-TV novices face the prospect of entering an industry that is racked with social criticism and perpetual Capitol Hill assault. Yet these students continue to grow in numbers and exuberantly seek the opportunity to gain practical field experience to enter broadcasting as soon as possible. Yes, this is a staunch breed, indeed.

Needless to say, the broadcasting industry and related fields offer a glamorous, and in many instances, a challenging career for a student. But the problems that currently beset the broadcaster might at least, if not discourage, then cause the student to reflect on the immediate future of his chosen field.

The helter-skelter jurisdictional actions of the FCC during the last three years have sent the individual licensee and network lawyer scurrying for cover. With one all-encompassing purge, the Commission has forced change upon change in the broadcasting media.

By existing policy statements or those still pending NAB and individual comment, the one to a customer ruling, 50-50 programming restriction, vastly increased licensee fees, and dozens of other smaller, but not less costly nuances, stare the enterprising broadcaster in the eye. Also on the Washington menu as an offering to you future station owners is the constant harassment at renewal time by various "interest" groups bent on, ("Thank you Mr. Broadcaster for making your past investments in your station, but we'll take over now,") becoming instant members of an admittedly lucrative profession, in many instances.

The Commission's attempt at smoothing over the damage it had done with the WHDH renewal (or lack of renewal) by issuing its policy statement of last January 15th, has done little to deter the dozens of local community groups from keeping the licensee in the courtroom more than the control room.

The greatest blow will come, as it has already been intimated, when present licensees will have to partially, or in whole, reimburse these "interest" groups (although their *interest* in taking over your station is, indeed, genuine) for the

cost they've incurred while in the process of challenging you for your right to broadcast and continue with your investment. ("Yes, sir, thank you Mr. Broadcaster, for your sincere help in paying our lawyers, who have made it their strict business these last few months to make sure that the only television work you do from now on is adjusting the 'rabbit ears' on your set in the den."). Truly, an amazing possibility that is not as far-fetched as one might be led to believe.

Before attacking the myopic, paranoiac slant used in writing this piece, bear in mind that I *do* realize that there are many in this profession that have abused the privilege and might be better off fitting a size nine at the local shoe store, instead of making editorial judgments for millions of people. But the course that the FCC has taken these last few years, led by the teamwork of Messrs. Johnson and Cox, has made a shambles of any semblance of order that might pervade the broadcasting industry at any one time. I'm not in any way against changing, or shaking up, a stagnant or unproductive part of the media. But mass programs of divestitures and infringements of constitutional rights is not just shaking up, it's internally annihilating the greatest means of information and entertainment available to the American public today.

Fear not, the staunch student of broadcasting, all is not forlorn. With the appointment of Commissioner Robert Wells, a sincere, intelligent man with over 20 years of broadcast experience, to replace the remaining term of the retiring Kenneth Cox, there is certainly hope for a continuation of the stabilization program that Chairman Dean Burch has seemingly initiated.

The appointment of Sherman E. Unger to fill the remaining year of Wells' term seems, from preliminary industry reaction, to be a sound one and one that will further add to the policy of good sense and sound judgment that Mr. Wells has inducted into the Commission.

With these high level changes, and a general house cleaning of bureau-level personnel coming up by Mr. Burch, it appears the FCC will be fitting itself into a new administrative image, hopefully in both appearance and practice.

All is really not so bleak after all. These staunch students of broadcasting must continue to see something attractive and enduring about the industry, that has caused their numbers to grow during those same chaotic three years. Let's just hope they're right.

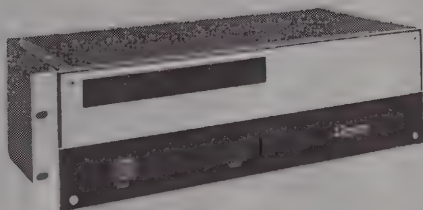
Still the Best Value!



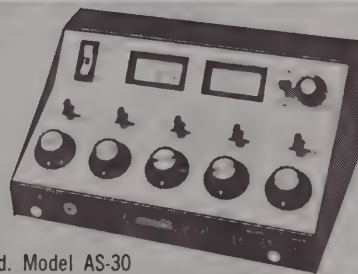
a. Model MC-104



b. Model A-20 Console
Dual Turntable System
800-C Series Cartridge System



c. Model 300C-P



d. Model AS-30

NEW POWER
MONITOR
AMPLIFIER
SYSTEM



e. Model BP-22 B



f. Model AC-155

**Before you buy,
compare SPARTA!**

- a. Multi-Cartridge System
- b. Showcase Audio Control Center
- c. Tape Cartridge Systems
- d. 5 Channel Stereo Console
- e. Salesman's Portable Cartridge Playback
- f. Studio Control & Remote Unit (Also available in Stereo)
- g. Professional Turntables

Call or write for product brochure.



g. Model TC-12 Custom



5851 FLORIN-PERKINS ROAD SACRAMENTO, CALIFORNIA 95828 (916) 383-5353
A DIVISION OF COMPUTER EQUIPMENT CORPORATION



LETTERS TO THE EDITOR

Editor:

In your editorial in the February issue of the *Journal of College Radio*, as well as the content of every article in that month's issue, I was dismayed to find the flagrantly one-sided outlook which was consistently expressed.

First, in your editorial on page 4, you decried the fact that, "The public's view (and that of the FCC) of American free enterprise is applicable to all businesses, with one glaring exception," that exception being the broadcasting industry. The fallacy in this reasoning is the small fact that the broadcast industry is operating on public property, namely the air-waves. The people of this country have deemed fit to allow certain people to obtain licenses to operate these airwaves. Therefore, the people who obtain these licenses should be, in some respects, public servants, or the public should exercise its prerogative to give the use of its airwaves to someone else.

This does not imply that broadcasters should not be allowed to make a profit. On the contrary, it is desirable that they should be encouraged to show a financial return on their investment, in order to maintain quality entertainment and public affairs programming, competent personnel, etc., etc. On the other hand, there is no universal law which says that broadcasters must increase their profits by leaps and bounds each fiscal year. I believe it was Fred Friendly who pointed out that we would not allow a land grant university to become a gigantic financial

marketplace. Neither can we allow our airwaves to become primarily controlled by the dollar instead of by the interest of the public, in whose name the air is licensed.

I am sorry that our industry is taking such a horrified defensive stance toward the criticism, some unjustified, but much justified, which has been leveled at it. Where have all the so-called liberals which were to have been operating the industry gone? To the bank, I am sure. Instead, we need to take an objective look at the criticism and do something about it instead of cranking out the endless lines about the innocent, exploited broadcaster.

This is not to say that all broadcasters fall into the category of wolves, milking their prey for all they are worth. Nor does it imply that they should forsake profits for responsibility. Instead, we should take as our example those broadcasters who manage to make a profit *and* who provide a substantial amount of real service to the public. There are probably many examples of this, one which I am acquainted with in particular is the Group W stations, who are both highly successful and who also go out of their way to meet the needs of their public.

Bob Hoffman
Operations Mgr.,
WPGH Radio
University of Pennsylvania
Pittsburgh, Pa.

Editor:

This letter is in response to your Publisher's Report in the *Journal of College Radio*, April 1970. In your report you spoke of the proposed rate in telephone charges that the FCC is currently studying. In this vein, I thought I would try to explain the difficult situation WRIU would be in should these rates be raised.

WRIU is funded through our Student Senate here at the University on a student tax that each matriculating student pays. Of that approximately \$4,000 the station receives each semester, almost one quarter of the total is related to telephone costs—covering our remote lines to the dormitories, fraternities and sororities which our closed circuit AM station serves, covering remote lines to various spots on campus, covering remote lines for all University of Rhode Island basketball and football games plus special broadcasts. Should the proposed increase in line charges and installation fees be approved, WRIU's budget will automatically be forced skyward. This in itself is not a "healthy" situation for a college radio station to envision; but extra costs not only inferred a higher budget (and thus a higher cost burden for our student body) but this could also mean a drastic reduction in any capital or operating projects. The increase, which could account for as much as an additional \$2,000 per year, would result in either less money for the other campus organizations the Student Senate must fund or a curtailment of WRIU's growth and improvement.

Through my discussions with other managers at college radio stations, I know the picture I paint here is not unique to WRIU's situation, but is fairly common on many campuses. I sincerely hope we will be able to dissuade the Commission from making this decision which could, and I feel will be, very detrimental to college radio.

Thank you for your time, cooperation and efforts.

Eliot S. Asser
General Manager
WRIU Radio
University of Rhode Island
Kingston, Rhode Island

Editor's Note: At the time of the writing of this letter by Mr. Asser, the Commission was studying the high proposed rate increase presented by AT&T.

Subsequently, AT&T was dissuaded from the initial increases, after much outcry by the National Association of Broadcasters and

dependent broadcasters throughout the country. However, a lesser increase is scheduled to go into effect, which will still have a detrimental effect on college broadcasters, as well as on small market commercial operations.

ditor:

I read your April "Editorial" with great interest, as we have recently been plagued with offers of program services in return for "free" national advertising.

Many of these offers were incredible: one firm specified a three-year guaranteed option of an hour program, and exclusivity rights for all programs of this nature. In strict legal terms, the contract offer could have been construed to mean that the accepting station could not air *any* recorded national advertising source, including the national rep.

This particular company, in replying to our initial rejection letter, stated that they had dropped their exclusivity clause and guaranteed run provisions, and yet the second contract made no mention of these stipulations. After we again rejected the offer, we received another letter stating that over 100 college stations had accepted, and that they hoped we would also.



TP-1B Tape Cartridge Winder



This rugged and dependable tape winder fills a need in every station using cartridge equipment. No longer is it necessary to restrict your cartridge operation to stock sizes, or to tie up your conventional tape equipment loading cartridges. The TP-1B handles all reel sizes (up to 3600' of 1 mil tape), winds new or old cartridges in any length. Available with or without Spotmaster tape timer, providing precise minute and second calibration for creating exact-length tapes. TP-1B is \$104.50, with Tape Timer \$129.50. Lubricated tape and empty cartridges are also available.

BROADCAST ELECTRONICS, INC.
— A Filmways Company —
8810 Brookville Rd., Silver Spring, Md. 20910

It seems to us that, as you stated in your Editorial, that many college stations are hurting their own industry. By accepting services of this nature, they are saying that their advertising time has no monetary value in their own eyes. The only benefit that a station could have received from this particular offer is a 7-inch reel of tape once a week. By computing the approximate cost from our rate card of the advertising in a one-hour program, we would have lost approximately \$80 per week on the program. Interestingly enough, this program contained only music, spots, and a "personality." We feel that we can do just as good a job with this type of program at the local level, if not a better job.

I must agree that most of this problem is usually the fault of the faculty advisor. The student manager, with little or no legal training and perhaps even less professional experience, will look at offers such as these superficially, and will not consider the complete picture. I must disagree, however, when you state that this is due to a lack of interest by the faculty advisor. More often, it is a lack of knowledge on his part, both of the situation involved, and of the way the station is operating.

Perhaps it might be of value to the college radio industry for JCR to do an in-depth study of "services" of this kind, and to keep stations informed of what services are being offered that will be of benefit to both the station and the industry as a whole.

We, at least, hope that other college stations will keep their eyes open and not leap into situations like these. It will only cut down on the national revenue that we all receive—for why should an advertiser pay rate-card scale when he can split his program costs with several other companies, and get the air-time free? The only entity that loses out is College radio.

Tom Bearden
Student Manager
WCBH, University of Mississippi
University, Mississippi

Editor:

My personal congratulations on an excellent editorial in the April issue of JCR. I think you hit upon many of the really sore spots of some of the shoddier campus station operations.

Keep up the excellent work. Peace.

A. James Cameron
Program Director
WLVR, Lehigh University
Bethlehem, Pennsylvania

Batteries, Modulation and the Phantom™

The transistor has emancipated condenser microphones from bulky power supplies... almost! It is true that both voltage and current needed for today's transistor condenser microphones have shrunk considerably; and with it, the size, weight and price of the box on your studio floor.

There are now basically two powering categories: AC power supplies and batteries. I'd like to discard the idea of battery power in fixed professional studio locations. They are simply too unreliable, unpredictable and untrustworthy. That leaves us with AC powered supplies, and there we find three basic systems: A-B Powering in which the DC voltage (usually under 14 V) is applied directly to the two modulation leads; multiplex powering in which the DC voltage (under 12 V) is applied to the modulation center tap; and Phantom™ Powering in applying 48 Volts DC to the modulation center tap.

Now, the details:

1. A-B Powering renders the microphone output circuit poorly balanced, while outlets so equipped cannot be readily used for any other kind of microphone. Aside from that a DC/DC converter (oscillator) must be used to obtain the 50 V or so needed for polarization. High power drain.
2. Multiplex Powering solves the problem of circuit balance, but still requires a power consuming DC/DC converter, draws 5 mA of current through the cable shield (poor practice) and causes problems in isolation between microphone outlets.
3. ONLY NEUMANN offers PHANTOM™ Powering! Again perfect circuit balance; 48 V supply requiring NO DC/DC converter (only one transistor in each microphone); 0.4 mA power drain per unit; high circuit isolation; total compatibility with any other microphone; and central powering for up to 40 microphones from a miniature supply costing only \$84.

Why, then, aren't all manufacturers going to Phantom™ powering? Because at the time some of them entered the solid state condenser microphone field, the FETs were not yet available and many of the things we know about the powering of such units now were simply overlooked in the rush to get to the market place. Only NEUMANN was free to choose because as always NEUMANN is last... but best.

Stephen F. Temmer
President

Gotham Audio Corporation

P.S. NEUMANN also makes an A-B powered microphone series at higher cost, if you "standardized" too early.

Managerial Guidelines

by *Daniel H. MacDonald*
(written during tenure as
General Manager of WVBC,
Boston College)

You are the General Manager of a college radio station. You have a staff which is both larger and less capable than the staff of a commercial station of similar size. Your budget is tighter. The equipment is old and inefficient. You lack adequate engineering, fiscal, and legal resources.

You, my friend, have a problem. As you face these daily problems, one fact becomes clear. Face it: you are an amateur. You are trying to run a station which is, in many ways, harder to run properly than any "professional" station.

Sure, you may have worked as a newsman or DJ at a local station. Your college may have a department or school of communications. Your resources may seem better than they truly are. In fact, you are trying to accomplish the impossible in running such an operation by yourself.

Two basic elements of the situation which we all face must be made clear.

First, your own limited experience in radio, both at your own station and on a professional level, is not an adequate background to prepare you for your task. The experiences which you have under your belt as a college radio program director, news director, etc., plus a possible degree of limited professional work, simply cannot prepare you for the decision making, fiscal planning, and intricate legal maneuvering which you will be responsible for as the manager of a station.

You may see relief in the fact that your college may have a school of communications. Forget it. Broadcasting is a

field in which there is a vast gulf separating the academic types from the professionals. The majority of communications Ph.D.'s know less about the practical operation of a radio station than a local DJ. This is not intended to denigrate their abilities. I am simply emphasizing the fact that dealing with day-to-day station matters is far removed from the academic realm of theory and ideal broadcasting. The first time that an eager young Ph.D. picks up your station log and asks you what it is, you will have realized the tragic fact that your college's school of communications cannot be expected to provide a source of professional advice for your station.

There is one source of infinitely valuable assistance which, amazingly, few college radio people bother to utilize. You must develop a good relationship with local, professional, radio stations.

My own experiences in New England indicate that a student from a college station will be welcomed by professional program directors. Drop in. Get to know such people. They can be expected to be ready and willing to offer valuable advice and criticism. Don't be afraid to take along a tape of a sample program. This approach will not work with everyone, of course, and it will never work if you continually take up hours on end of a beleaguered program director's time. But, in moderation, this form of advice can be invaluable. I would consider the hours spent in various stations talking to program directors to be the most enlightening experiences I had been able to obtain anywhere.

You may wish to carry this method obtaining help a step further. For a year honorarium of a few hundred dollars, you can probably secure the services of a highly experienced program director, newsman, or station manager who will come to your station each week, listen to programs and tapes, and offer invaluable advice. If you have a problem about which you want a bit of cogent advice, you can call on him. The securing of professional advisor for your station can be of enormous help in improving the quality of your programming. You may not be operating in a major market, but with a small amount of searching, you should be able to uncover an amiable qualified, experienced broadcaster to accept this role.

Has your station been in operation for more than a few years? If so, you probably have at least a couple of station alumni who have gone on in the business. These people, as professional broadcasters and engineers, can help you very much. In a vital way, these people who know your station well can perhaps be of the most help to you. They know the character of your school and station. They probably know your equipment better than you do. The advice of such people should be sought and encouraged.


If your college has an accounting department, you can ask their advice about budgetary matters. Business professors may know a great deal about selling, and we all can use help in the area of advertising revenues. People like Marketing majors and Engineering students can be encouraged to participate in the operations of your station.

The key to the whole problem of obtaining help is the admission of the fact that you need it. Swallow your pride and seek advice wherever you may find it. You cannot lose sight of the fact that you are the person who will bear the ultimate responsibility for making decisions. It would be most unwise to expect someone else to make decisions for you.

In dealing, however, with the situations you face, never be afraid or reluctant to seek assistance. Your programming could well use some professional criticism. Your efforts to sell advertising need the advice of a professional ad man.

The advice which you will receive, and the friendships you can make, will be a great boost for your station. Most importantly, they can be the most rewarding and satisfying elements of your college radio experience.

NATIONAL



JOURNAL OF COLLEGE RADIO

NEWS

AUSTRALIA BOUND

A broadcaster with extensive work through the years in college radio was named recently as one of the four people named for the 1970-71 American Fellowships Abroad program, sponsored by the Corporation for Public Broadcasting (CPB).

William S. Giorda, 32, program manager for KUT-FM at the University of Texas in Austin, will spend the coming year with the radio division of the Australian Broadcasting Commission.

Giorda joined KUT as program manager and music director in the fall of 1964. While working at the station he has also been a lecturer and instructor in the university's Department of Radio-Television-Film. In the spring of 1964, he was an instructor at Wiley College in Marshall, Texas. Prior to that, he worked at various radio stations in Tulsa, Oklahoma, including KWGS-FM, the University of Tulsa student station, where he was staff announcer, music director and program guide editor. The fellowship winner received his masters degree in broadcasting from Tulsa, and is currently working on his doctorate in musicology at Texas.

Another recipient of a year abroad was Michael Ambrosino, who was executive director of the Eastern Educational Network from 1960-64. While in that capacity, he organized and developed the nation's first regional educational television network.

Ambrosino, 39, who is currently associate director of programming at WGBH-TV, Boston, will work with the BBC Television in London.

QUAYLE APPOINTED

Donald R. Quayle, veteran public broadcaster, was elected the first President of National Public Radio (NPR), the recently created program service for nationwide non-commercial radio.

Mr. Quayle is scheduled to assume his new position on September 8th. He has been working presently as Director of Systems Development with the Corporation for Public Broadcasting.

His career in broadcasting has spanned 21 years, with most of his time spent in key positions in both public radio and television. He began as an announcer and newscaster with commercial radio stations in Idaho and Utah and then went to public station WOSU-AM-FM-TV in Columbus, Ohio, where he served in virtually every position on both the radio and TV sides.

Immediately before arriving at the Corporation for Public Broadcasting, he served four years as Executive Director of the Eastern Educational Network.

Mr. Quayle holds Bachelor's and Master's degrees from Utah State University and performed further post-graduate work at Ohio State.

JAZZ FESTIVAL SET

The 6,000 seat Municipal Auditorium in Austin, Texas will be the site of the first collegiate jazz festival, to be held March 13, 1971.

Festival officials, including president Rod Kennedy, hope to confirm Quincy Jones as one of the guest artists for the first annual Southwestern College Jazz Festival.

Headquarters for the festival will be the Downtowner Motor Inn, with lodging for student musicians furnished and paid for by the Longhorn Jazz Festival.

First group to be invited to the conclave was the Texas Southern University Jazz ensemble, which won first place in the college competition at the Mobile Jazz Festival this year. The group was also the recipient of a 1970 Longhorn Jazz Festival Scholarship award made by Mr. Kennedy.

The scheduled festival in March will be

similar to others already established at Notre Dame and Villanova.

OFFERING R/TV COURSES

A survey by the National Association of Broadcasters shows that 223 colleges and universities offer courses in radio and television compared with 147 two years ago.


In releasing the results of the 1970 Broadcast Education report, Dr. Harold Niven, NAB vice president for planning and development, who conducted the survey, also said 62 two-year schools offer work in broadcasting. This is the first time these schools have been included in the report.

Of the 223 four-year schools responding to the survey questionnaire, 173 offer Bachelor degrees (an increase of 27); 87 offer a Masters (up 12) and 23 offer a Doctorate (up 5).

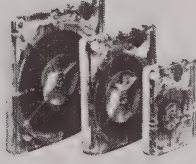
In these schools, 9,017 Junior and Senior students were studying for a Bachelor's degree (up 3,479); 1,524 for a Master's (up 250), and 291 for the Doctoral (up 56).

A complete list of schools offering degrees in radio and television will be

(Continued on page 10)



Tape Cartridges



All lengths and sizes stocked — fast service — highest quality

Series	Type	Time at 7½ ips	Unit Price
300	20 sec. (13')		\$ 2.00
300	40 sec. (25')		2.05
300	70 sec. (44')		2.10
300	100 sec. (63')		2.25
300	140 sec. (88')		2.35
300	3½ min. (132')		2.50
300	5½ min. (207')		2.90
300	8½ min. (320')		3.70
300	10½ min. (394')		3.90
300	empty cart.		1.60
600	16 min. (600')		6.25
600	empty cart.		2.80
1200	31 min. (1163')		10.45

Also: DL cartridges (for Spotmaster delay machines), bulk tape, tape-tags and other accessories.

ANY ASSORTMENT—NO MINIMUM ORDER

BROADCAST ELECTRONICS, INC.
— A Filmways Company —
8810 Brookville Rd., Silver Spring, Md. 20910

NATIONAL NEWS

(Continued from page 9)

published in this year's JCR Annual, scheduled for publication in October.

NERN EXPANDS

In a move to help the National Educational Radio Network continue with the expansion of its program offerings, the Corporation for Public Broadcasting has granted \$97,950 to NERN for fiscal 1971.

Of the sum offered, \$50,000 will be earmarked for use in program acquisition and development. \$5,000 will be used for program promotion.

By the end of last June, NERN reportedly had processed at least 60,000 hours of programming during this past year. Of this staggering total, over 44,000 hours were made possible by last year's CPB grant of \$65,000.

The Network also reported a dramatic increase in the utilization of its program offerings. Other statistics showed the cost of each local broadcast hour at only \$1.50.

TEA COUNCIL WINNER

The competition in the "Search for the New Sound" contest came to a resounding finish last May 18 at the National Press Club in Washington D.C. Winner of the final competition was the "Haseldens," a rock-folk group from Savannah, Georgia.

Master of ceremonies for the final competition was television comedian Tommy Smothers. An illustrious group of music industry executives and personalities served as the judges and were asked to select the group that they felt had the best new sound among the six finalists.

Since winning the contest, the "Haseldens" have signed an RCA Victor recording contract and their first recording is scheduled for a late summer release.

The Tea Council of the U.S.A., in conjunction with *Billboard* magazine, promoted the nationwide search for new young musical talent through radio stations in every part of the country.

As a result of the promotion, six groups have been signed to recording contracts and their first releases are currently in production.

NAB FALL CONFERENCE DATES

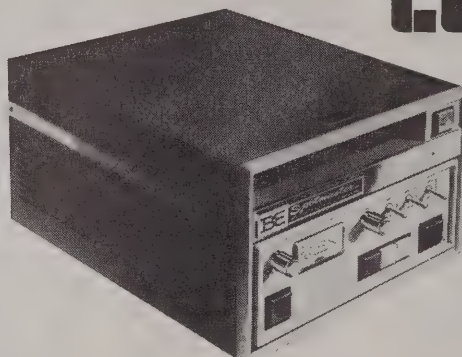
The 1970 schedule which was approved last year is:

Monday-Tuesday	October 19-20	Atlanta, Ga.	Sheraton Biltmore
Thursday-Friday	October 22-23	Chicago, Ill.	Palmer House
Monday-Tuesday	October 26-27	Philadelphia, Pa.	Benjamin Franklin
Thursday-Friday	November 12-13	New Orleans, La.	Monteleone
Monday-Tuesday	November 16-17	Denver, Colo.	Brown Palace
Thursday-Friday	November 19-20	San Francisco, Calif.	Mark Hopkins



Spotmaster

The incomparable
new **ten70**



**World's finest
cartridge tape
equipment**

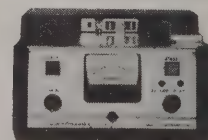
Here is the bold new standard in cartridge tape performance, versatility and ruggedness—the equipment that has *everything*! Five models of the magnificent Ten/70 are offered to meet every recording and playback application. All have identical dimensions. Any combination of two will fit in our sleek 19-inch roll-out rack panel, just 7 inches high.

Control features and options include manual high-speed advance, exclusive Auto-Cue with automatic fast-forward, automatic self-cancelling record pre-set, front panel test of cue and bias levels, built in mike and line level mixer, color-coded design for easiest possible operation.

Inside is a massive U.S.-made hysteresis synchronous "Direct Drive" motor, solid state logic switching, modular construction and premium components throughout, separate heads for A-B monitoring, full bias cue recording, transformer input and output, flip-top access to heads and capstan.

THE CLASSIC 500 C SERIES. Long the industry standard, SPOTMASTER'S 500 C series is still offered. Performance and specifications are second only to the Ten/70.

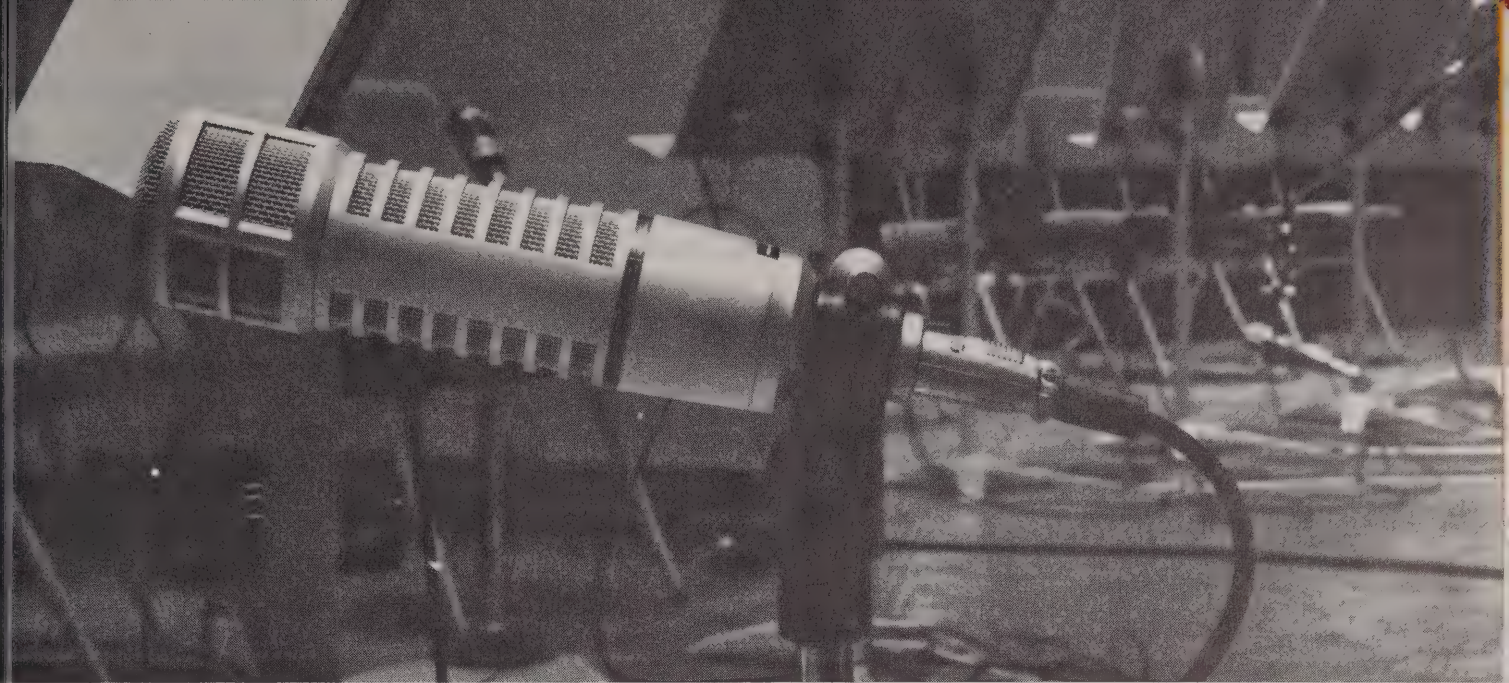
For complete details about SPOTMASTER cartridge units (stereo, delayed programming and multiple cartridge models, too), write or call today. Remember, Broadcast Electronics is the No. 1 designer/producer of broadcast quality cartridge tape equipment . . . worldwide!



BROADCAST ELECTRONICS, INC.


A Filmways Company

8810 Brookville Road, Silver Spring, Maryland 20910 • (301) 588-4983



How good is the new Electro-Voice RE20 studio dynamic microphone?

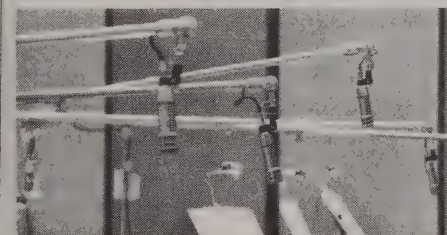
Here's proof from the new scoring stage at Glen Glenn.

 The fine reputation of Glen Glenn Sound Company rests on their knowledge of sound... their ability to turn a full symphony orchestra into a perfect sound track for TV, the movies, or a new album. And their desire to be first with the finest.

So for their new scoring Studio M, Glen Glenn engineers asked to see the latest products in every category... tape, film, electronics, and — of course — microphones. Especially a new E-V dynamic cardioid microphone which they had seen in prototype form earlier.



Since then, Glen Glenn has scheduled a number of major recordings with RE20's. And the RE20 has often been used where previously an expensive condenser was the automatic choice. Why? Because the RE20 has proved itself a significant advance in microphone design. With wide-range, peak-free response on axis (even the off-axis response is better than many other studio microphones on axis). Transient response rivals any other studio microphone, regardless of design. Directional control is uniform and predictable from every angle. Yet proximity effect is virtually eliminated (a problem that plagues almost every cardioid — except E-V Continuously Variable-D® microphones).



Glen Glenn put the RE20 to the test. Including days of studio experiments and actual sessions that pitted the RE20 against every type of musical instrument. Plus a searching critique by the musicians themselves. The RE20 passed every test with flying colors.

As a result, when Studio M was completed, RE20's were on the booms... almost four dozen of them from our first production run.

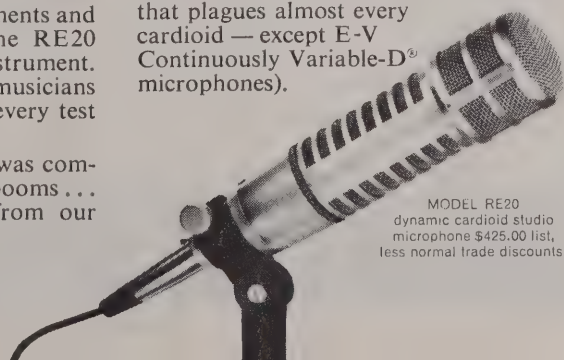
In short, the RE20 does everything a good condenser does, and some things better. Without the complication of power supplies. Or special cables. Or shock mounts or windscreens (they're both built in). Or the need for equalization just to overcome design faults.



It's simple. It's flat. It's rugged. It's clean. With a 2-year performance warranty unmatched in the industry (it's spelled out completely on the spec sheet). The RE20. For the studio looking for better sound. Your E-V microphone specialist will gladly loan your studio an RE20 to make any tests you like. Call him today.

P. S. For full technical data on the RE20, write us today. To find out more about Studio M, write Joe Kelly, VP, Engineering, Glen Glenn Sound Company, 6624 Romaine St., Hollywood, Calif. 90038

ELECTRO-VOICE, INC., Dept. 901CR
603 Cecil Street, Buchanan, Michigan 49107



MODEL RE20
dynamic cardioid studio
microphone \$425.00 list,
less normal trade discounts.

Electro-Voice®

A SUBSIDIARY OF GULTON INDUSTRIES, INC.

CAPITOL HILL

McCloskey Report

METRO
MEDIA
NEWS

Despite the fact that the economic crunch has not hit broadcast revenue, many companies and stations are cutting back on personnel. This is particularly true with the larger chains where non-broadcast activities are losing money. One of the first areas to suffer cutbacks is the newsroom. News Departments are expensive to run and seldom pay for themselves with commercial sponsorship of newscasts. The FCC requirements are met whether the news is ripped and read or actively covered by a first-rate news staff. Clerical personnel are also being axed.

The FCC has turned down a request by anti-war groups that they be given equal time to reply to military recruitment spots. The argument by the anti-war folks was that being in the military could be dangerous to your health. Many college stations are playing anti-recruitment spots already. One of the Moratorium organizations in Washington enlisted the services of a local disc-jockey and a producer, using excerpts from news actualities they created first-rate promos for the marches on Washington.

There is evidence that carrier current radio is moving off the campus. According to the report, published in *PARADE* magazine, some stations are being set up in communities, especially low-income areas. The move is seen by *PARADE* as being similar to the underground newspaper wave, with the new stations possibly being used to spread propaganda.

On the other side of the propaganda coin, a Louisville, Ky. man has come up with a billion dollar proposal that he says could put the President of the United States in contact with 95% of the homes in the United States within about a minute. The President would pick up a phone, dial a code, and interrupt television, radio and apparently even telephone communications to get his message

across. The system, as envisioned, would be used for warning people on impending disasters such as floods, or perhaps even nuclear war.

FREE ACTUALITIES

The list of dial-news services around the nation continues to increase. The National Education Association's Education News Report is now available in the Southwest from the Colorado Education Association by dialing 303-771-0330.

Nebraska and Iowa stations can get the service by dialing 612-EDUCATE, in Minneapolis.

Massachusetts stations can get the national service, along with pre-recorded Massachusetts education news by dialing 617-227-9055. In California there are two numbers. In Northern counties dial 415-692-2518; in the South, call 213-462-1230.

Coca-Cola is apparently thinking of hiring students as staff members to promote Coke and keep in touch with students. First of all it would be a good idea for college station sales managers to get in touch with Coke to find out who your campus rep is. He could put in some good words for you. You can probably call your local bottler to get the information. Of course if there is no rep on your campus, you might make some extra money by calling Coke and offering your services for this new program.

NAB CODE NEWS

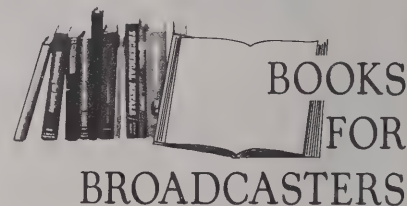
The NAB Code Authority says references to liquor are unacceptable for broadcast. The Code News reports that monitoring of Code stations has shown that there is some misunderstanding concerning the application of the Code Guidelines for Alcoholic Beverage Advertising. Advertisements for places that sell liquor are fine as long as they make no mention of the hard stuff. You can say beverages, but not mixed drinks. However, you have to mention Cocktail, etc. if it is part of the name of the establishment, because of FCC sponsor identification provisions.

References to "dinner and drinks," "cold drinks" or "drinks of all kinds," would be acceptable under the Code.

The Code Authority has also recently reviewed its guidelines on Astrology Programs in consideration of recent increases in interest in the stars as influences on life. Basically, the Code says that the listener must be informed that the program is for entertainment purposes only and that the stars in no way control or influence man's actions.

PRESS CARDS

News credentials are often difficult for college radio newsmen to get. In Washington, D.C. for example, you have to be a full-time professional newsmen to get a police press ID and very few exceptions are made to that rule. However, there are ways to get credentials. If you are an AP member (i.e. you have AP wire service) the State AP Broadcasters Association often has press cards that are honored by the police. Contact your local bureau chief at AP. He can tell you and set you up with cards if they exist. If they don't, do what you can to get the local President of the AP Broadcasters to set up a deal with the State Police. UPI subscribers sometimes have access to the same credentials. If it is a specific event that you are attempting to cover, such as a major anti-war protest, call the folks organizing the protest. Frequently they issue their own press passes, just to make sure that no infiltrators are getting into the ranks of the press corps and also to help police who otherwise would have to go through the trouble of accrediting many, many out-of-town newsmen.



The Oscilloscope, by George Zwick. Tab Books, Blue Ridge Summit, Pa., 256 pages, hardbound and paperback.

A completely rewritten, updated edition of the classic work on understanding and using oscilloscopes... one of the very best ever written on the subject. Completely expanded and updated to include triggered sweeps, dual-trace scopes, electronic switches for multi-waveform displays, DC-to-DC supplies, DC-to-DC inverters, and DC-to-DC converters, this brand-new book is right up to date on the current state of oscillography.

Mass Media and the Law: Freedom and Restraint, edited by David G. Clark and Earl R. Hutchison. Wiley-Interscience. John Wiley and Sons, New York. 461 pages, hardbound.

This book contains a collection of law-review articles, legal opinions, and other writings discussing the complaints about access to news, credibility gaps, official government secrecy, and censorship of material dealing with religion or sex. The American Bar Association's efforts to restrict news which concern criminal trials is also discussed.



Announces a Breakthrough

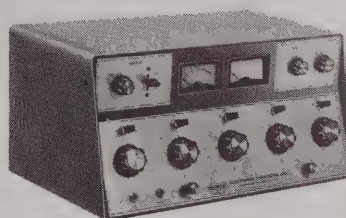
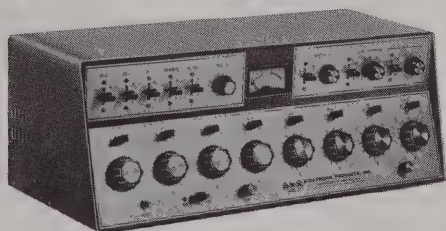
QUALITY CONSOLES AT REALISTIC PRICES!



**QRK-5
MONO PRE-WIRED
SYSTEM
\$1995**

QRK-5/5S Prewired Systems — Reflects the epitome of quality to produce either a mono or stereo system capable of serving as either a local or remote studio or production facility. Incorporates the QRK-5 (Mono) or QRK-5S (Stereo) console; (2) QRK-12C Turntables with synchronous motors; (2) Rek-O-Kut S-320 Stereo Tone Arms; (2) QRK F3 stereo cartridges; QRK Ultimate Preamplifiers; and substantial, pre-wired transportable furniture.

**QRK-5S
STEREO PRE-WIRED
SYSTEM
\$2995**



QRK-8 — 8 CHANNEL MONO \$1695
QRK-8S — 8 CHANNEL STEREO . . \$2495

QRK-8/8S — 8 Channel Console — QRK offers a professional console with Altec faders; plug-in modules (3) pre-amplifiers; built-in power supply; 10 watt monitor amplifiers; independent audition and program channels; muting relays; cue amplifiers; built-in speaker; substantial capacity and ultimate access.

QRK-5 — 5 CHANNEL MONO \$995
QRK-5S — 5 CHANNEL STEREO . . \$1595

QRK-5/5S — 5 Channel Console — Both mono and stereo units incorporate Altec attenuators with cue switches in every fader, 10 watt monitoring amplifiers, plug-in modules, muting relays, and self-contained power supply. The stereo unit, QRK-5S contains independent audition and program channels as well as a cue amplifier. Both consoles have substantial capacity and total access.

main office
CCA ELECTRONICS CORPORATION
716 Jersey Ave., Gloucester City, N. J. 08030
Phone: (609) 456-1716

subsidiary
Q R K ELECTRONIC PRODUCTS INC.
1568 N. Sierra Vista, Fresno, Calif. 93703
Phone: (209) 251-4213

division
REK-O-KUT COMPANY, INC.
1568 N. Sierra Vista, Fresno, Calif. 93703
Phone: (209) 251-4213



*Station Mgr. Rick Leigh
explains station's policy
toward censorship.*

New view of WRUG—FM's tower of power!



ew of Control Room "A." Left: Bob Stigers—DJ on air. Right: Rick Leigh—Station Mgr.

WRVG

STATION OF THE MONTH

Radio Station WRVG-FM
0.1 mhz
Georgetown College
Georgetown, Kentucky 40324
02-863-7222
Potential audience: 20,000

General Manager: Patrick R. Leigh
Business Manager: Jim Wagner
Traffic Manager: Donna Fisher
Chief Program Producer: Joyce Reynolds
Promotional Manager: Kent Kaniels

"Total Involvement Radio:" that is the byword of Radio Station WRVG, the radio voice of Georgetown College, Georgetown, Kentucky. Several new programs have been started this past year, in addition to the regular "Top 40" music, with the idea of involving more people in what is going on, both campus-wise and elsewhere.

T.A.L.K. is a new WRVG campaign which means "Try A Little Kindness." This promotional campaign makes use of billboards, bumper stickers, newspapers, and lapel buttons.

The staff members have been working for many months on "Total Involvement." Wally Getz, program director, has been revamping WRVG's entire programming.

WRVG is a 10 watt non-commercial FM station owned by Georgetown College. The operation is under the direction of the department of speech.

The first day of broadcasting began October 1, 1963. Professor Lane Wells visualized in the early part of the '60s, the importance of a station on the Georgetown campus. He designed and helped construct the present studios,

which include two control rooms, an announcer's booth, one large studio (with over 500 square feet), two office areas, a record library, a receptionist hall, and the general manager's office. The station has always been completely student operated, with the exception of the manager who is also the faculty advisor.

Each year WRVG broadcasts exclusively "Tigers" basketball. In addition, special programs originate from several remote locations. National news from the Mutual Broadcasting System is rebroadcast through a local commercial station.

In connection with the broadcast courses offered at Georgetown College, numerous local radio and TV personalities visit and lecture on campus. In the 1968-69 school year, WRVG was instrumental in bringing veteran NBC news correspondent David Brinkley to the campus.

Recently, the broadcast department was presented with a grant from the Gulf Oil Company. This grant was used to purchase an entire videotape system.

Presently, the station is working with WHAS in Louisville, Kentucky, producing a program called "College Viewpoint."

In the beginning, the Georgetown station was strictly a *good music instructional* media service. Today, it still includes this type of programming, as well as devoting entire segments of the broadcast day to meeting the intellectual and entertainment desires of the faculty, students, and the community of Georgetown.

The current broadcast day begins at 4 p.m. and ends at midnight, Monday through Friday. Along with the "Top 40" programming, WRVG publishes a weekly music list devoted to the Georgetown audience. The chart is compiled from requests made during the week.

A few of the new programs of "Total Involvement" are:

"Georgetown College Past and Present"—which features Ken Fendley, the college public relations director, reporting on campus progress and alumni happenings.

"Powerline"—a thirty minute rock music program originating in Fort Worth, Texas.

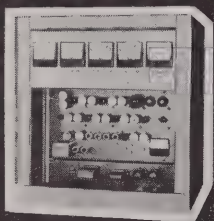
"Georgetown Forum"—a half-hour discussion panel with varying topics of interest to students.

During its seven years of existence, WRVG has continually provided its Georgetown audience with the best in college broadcasting.

**Need a 10 Watt
FM Transmitter?**

**CCA Has One
for \$1395⁰⁰**

***It's Economical
It's also the best***



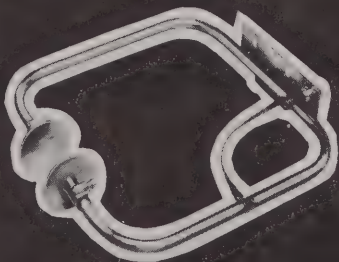
**CONTACT
CCA
FOR
DETAILS**



**CCA ELECTRONICS CORP.
GLOUCESTER CITY, N. J.
(609) 456-1716**

**Need a
Low Power
FM Antenna?**

**CCA Has Them
at \$200⁰⁰ per bay**



CONTACT CCA FOR DETAILS



**CCA ELECTRONICS CORP.
GLOUCESTER CITY, N. J.
(609) 456-1716**

Wired Wireless Goes To Sea ...

**or,
RADIO
FREE
PERKINS**



by
SN Ralph Koal

"But what's 'Radio Free Perkins?'" you ask. Well, here's how it all happened. After several months in the Tonkin Gulf, the thrill of "Land Ho" was beginning to diminish with each new threat of "We'll be extended." The "well done" messages that the land troops had been sending were about the only bright moments on board. Blasting those enemy shore batteries may really have made us feel we were necessary, but, away from the coast detail, any "extension" would have wiped the smiles off most of the crew's faces. No doubt, the executive officer had been looking for some sort of gimmick to jazz up the crew.

Picture me then, painting and chipping, loving every mind-challenging moment of it, when the sound of a voice mingled with the red lead dripping down along my ear (you see, there was this wave) "A radio station? In ten days, Sir? Yes, Sir. Thank you, Sir!" Tearing myself away from chipping and anguishing, but one does enlist to serve and sacrifice.

Investigation revealed one microphone, one tape deck that reputedly functioned only at full moon, tangled, unidentified reels of tape, no weather bureau predictions, no high-paying advertisers, no Associated or United Press International press releases.

For a moment I did contemplate a long jump off the fantail. But the typical Navyman's ingenuity, luck and an unbelievably talented crew fused together to make Radio Free Perkins a success. For instance, friendly QM's supplied the latest weather forecasts; the news was siphoned from radio reports, newspapers, crewmen's letters from home; the main source of advertising came from the Ship's Store and Ye Olde Barber Shoppe.

As a result, Radio Free Perkins was a success. The novelty of the radio station

gave the crew an opportunity to enjoy a style of entertainment similar to what they would be listening to Stateside. RFP, its music, advertising, kibitzing, and the talents of innumerable script writers presented the crew with fresh material, separate from routine shipboard activities.

The most humorous scripts appeared mysteriously each day from mates who called themselves "The Underworld Press." Their tongue-in-cheek views did not spare a single group aboard. One suspects that much of the sophisticated satire was contributed by the officers. A poet was born, when manuscripts signed "The Shadow" were submitted.

Needless to say, this is one DJ whose morale skyrocketed by the part-time appointment. It gave personnel an opportunity to function creatively as writers, thus giving them something to ponder besides ship's chores. Credit goes to the officers and crew for breathing life into RFP and making our extended cruise with the Seventh Fleet as pleasant as possible.

Of Cooks and Things

Men of many skills are Navy cooks
Some can even read recipe books.
While others, alas, are not so skilled,
Serve ice cream hot, and hot dogs chilled.
From even to dawn, night bakers toil,
Baking cookies that taste like oil.
Hot breakfast rolls, thick Irish stew,
These are dishes loved by the crew.
Some ships feed better, some others worse,
At least Perkins hasn't needed a hearse.
So for our cooks, let's give a cheer,
And hope we'll live until next year.
This is the Shadow's rhyme Number Three,
What will tomorrow night's subject be?
The Shadow . . . HeeHeeHee
Only the Shadow knows

SELLING IDEAS

According to many, the purpose of a sales column is to help the reader's sales productivity. This is the purpose of this column. As a regular monthly feature, this column will present successful sales campaigns, proven merchandising efforts, personal testimonies, and some psychological studies of selling.

This month, a review of salesmen's mistakes is featured. Practically everybody knows about them. The Radio Advertising Bureau stresses them in their annual conferences. Many textbooks discuss them. Sales managers continually repeat them to their sales force. And sales institute seminars pound them into the heads of their audiences. But, all too often, salesmen forget about these major mistakes.

Listed below are fifteen of the most common mistakes. Credit must be given to Eddie Allgood of KDVA in Danville, Virginia.

1. Salesmen forget to ask the prospect for the order. Ninety-five percent do not.
2. Salesmen must call on the right person. He forgets that anybody can say *NO*, but only twenty percent can say *YES*.
3. Salesmen must sell radio first and then sell the station second. If the prospect does not like radio, he will not buy your station or any other station.
4. Too many salesmen give up too quickly. Thirty-four percent of all sales are made on the fifth call.
5. Another big mistake is coming back to the prospect with the same pitch. He should present new ideas, letting the customer say *NO* to the ideas and not the station.
6. Too often the salesmen forget to find the customer's "hot button."
7. There is a time to talk and a time to listen. If the salesman keeps talking, the customer does not have a chance to say *YES*.
8. Salesmen frequently try to become a star. Sales is no place for the "Super Star." Ask for help from

the rest of the station when it is needed.

9. "Just passing by." Every busy man hates this statement. A salesman must have a reason to use a busy customer's time. A spec tape is a good tool to take along.
10. Attrition. Six percent of businesses close each year. Twenty percent of all customers are lost annually.
11. Ignoring the customer's customers is a huge mistake. Find out who his customers are.
12. Failure to use available facts and figures is unpardonable. These tools are a must in today's selling.
13. Rationalizing away sales failures is all too common a practice for salesmen. Finding alibis for the sales lost will not correct the problem.
14. The failure not to adapt ideas from other types of stations and markets is a common mistake. "But my market is different—it won't work in my town," is a lazy and unprofitable alibi.
15. Sixty-five percent of all radio advertising is sold between 9 and 11 a.m. Only fourteen percent is sold between the hours of 11 and 4 p.m. The salesman may not like the times, but they are the best.

By no means is this a complete list of mistakes. Each salesman has his own, but correcting any of these can increase sales productivity and, in turn, create more revenue for the station and the salesman.

AT NAEB...

The National Association of Educational Broadcasters will have a new look for this coming year, with the addition of two new departments.

The new Professional Services Department will be concerned with coordinating NAEB's services to professional training and development.

The Instructional Services Department will expand NAEB's efforts to mobilize educational administrators and station staff to more effective use of communications technology in formal education.

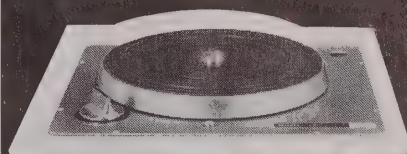
REK-O-KUT

*Announces a
Break Thru!!*

MODEL B-12-H

AT A

REALISTIC PRICE!!



Model B-12-h

PRICE ~~\$175⁰⁰~~
\$159⁵⁰

Now you can have the world famous B-12-h instant start, professional turntable with synchronous motor, minimum rumble (-39db) and rugged, reliable performance!! Need we say more?

REK-O-KUT

1568 NORTH SIERRA VISTA, FRESNO, CALIFORNIA 93703 • Phone: 209 251-4213

a division of

CCA ELECTRONICS CORP.
716 JERSEY AVENUE, GLOUCESTER CITY, NEW JERSEY 08030 • Phone: 609 456-1716

MUSIC INDUSTRY DEPARTMENT

SINGLES

WAR
IN THE SUMMERTIME
SPILL THE WINE
SIGNED, SEALED ...
I JUST CAN'T HELP ...
WHY CAN'T I TOUCH YOU
GET UP I FEEL LIKE
TELL IT ALL BROTHER
25 OR 6 TO 4
CLOSE TO YOU
OHIO
PATCHES
MAMA TOLD ME
MAYBE
EVERYBODY'S GOT ...
HAND ME DOWN WORLD
MAKE IT WITH YOU
BIG YELLOW TAXI
THE SLY, THE SLICK ...
HI-DE-HO

EDWIN STARR
MUNGO JERRY
ERIC BURDON & WAR
STEVE WONDER
B. J. THOMAS
RONNIE DYSON
JAMES BROWN
KENNY ROGERS
CHICAGO
CARPENTERS
CROSBY, STILLS & NASH
CLARENCE CARTER
3 DOG NIGHT
THREE DEGREES
SUPREMES
GUESS WHO
BREAD
NEIGHBORHOOD
LOST GENERATION
BLOOD, SWEAT & TEARS

GORDY
JANUS
MGM
TAMLA
SCEPTER
COLUMBIA
KING
REPRISE
COLUMBIA
A&M
ATLANTIC
ATLANTIC
DUNHILL
ROULETTE
MOTOWN
RCA
ELEKTRA
BIG TREE
BRUNSWICK
COLUMBIA

BREAKTS

Spirit in the Dark
Aretha Franklin
WVDS
University of California
Davis, Calif.

Destiny
Jose Feliciano
KSLA
California State College
Los Angeles, Calif.



Do You See My Love
Jr. Walker (& the All Stars)
WVBR
Ithaca College
Ithaca, N.Y.

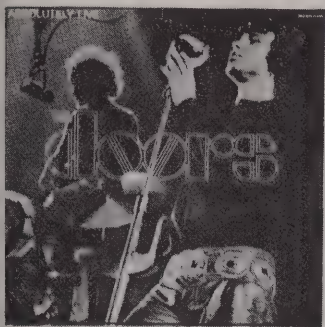
Only You Know & I Know
Dave Mason
WTGR
Memphis State University
Memphis, Tennessee

ALBUMS

COSMO'S FACTORY
LET IT BE
BLOOD, SWEAT & TEARS 3
JACKSON 5 ABC
DEJA VU
Mc CARTNEY
WOODSTOCK
CHICAGO
SELF PORTRAIT
IT AIN'T EASY
ERIC CLAPTON
JOHN BARLEYCORN MUST DIE
GREATEST HITS
TOMMY
MOVEMENT
LIVE AT LEEDS
CLOSER TO HOME
HOME
CLIMBING
GASOLINE ALLEY

CREEDENCE CLEARWATER
BEATLES
BLOOD, SWEAT & TEARS
JACKSON 5
CROSBY, STILLS & NASH
PAUL McCARTNEY
SOUNDTRACK
CHICAGO
BOB DYLAN
THREE DOG NIGHT
ERIC CLAPTON
TRAFFIC
FIFTH DIMENSION
WHO
ISAAC HAYES
WHO
GRAND FUNK RAILROAD
PROCOL HARUM
MOUNTAIN
ROD STEWART

FANTASY
APPLE
COLUMBIA
MOTOWN
ATLANTIC
APPLE
COTILLION
COLUMBIA
COLUMBIA
DUNHILL
ATCO
UNITED ARTISTS
SOUL CITY
DECCA
ENTERPRISE
DECCA
CAPITOL
A&M
WINDFALL
MERCURY



ABSOLUTELY LIVE

THE DOORS

ELEKTRA-EKS 9002

Another in the long line of "can't miss" releases for one of the undisputed top groups in the nation today. Album features conglomerate of live appearances by Morrison and group, with several individual cuts good for extensive air play. Most notable are, "Build Me A Woman," "Break on Thru No. 2," and "When the Music's Over." Should be a million-dollar seller among latest album releases.

THE JULY 5TH ALBUM

5TH DIMENSION

SOUL CITY SCS 33901

Group that again can do no wrong, either on single or album. Group begins to lean towards doing songs from other artists' repertoire. Best arrangements include, "Let It Be Me," Johnny Rivers' "Poor Side of Town," and Beatles "Ticket to Ride." Album is solid followup to group's "Greatest Hits" release.



GONE IS LOVE

PAUL MAURIAT

PHILLIPS PHS 600-345

Fine mellow tones and brilliant orchestrations again dot the work of the "Love is Blue" man. Recent hits given favorable treatment include, "Bridge Over Troubled Waters," "Raindrops Keep Fallin' On My Head," and Mason Williams' "Classical Gas." Solid selections for MOR-easy listening formatted stations.

GOLD

NEIL DIAMOND

UNI 73084

Album recorded live at the Hollywood Troubadour... features this virtuoso performer's most memorable efforts. Million-selling "Holly Holy," and "Sweet Caroline," are included. Golden and additional material given smooth treatment for a packed house that has produced an album packed with just what's ordered for Diamond fans.



Other
New
Releases

LOVE COUNTRY STYLE

RAY CHARLES

ABC

ON THE WATERS

BREAD

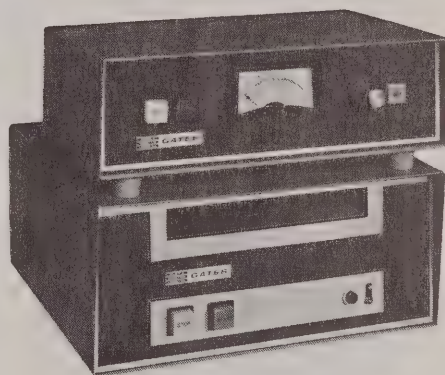
ELEKTRA

LIVE

THE ASSOCIATION

WARNER BROS.

Look
what we
did to the
world's
finest
tape
cartridge
system...



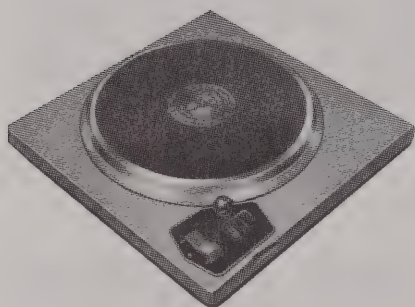
we made
it better
and
named it
Criterion
80!

For complete details, write Gates,
123 Hampshire Street, Quincy, Illinois 62301.

HARRIS
INTERTYPE
CORPORATION

GATES
A DIVISION OF HARRIS-INTERTYPE

**This is
the
world's
finest
and
largest
selling
turntable.**



**Gates
CB-77**

For complete details on the CB-77 12-inch turntable, write Gates, 123 Hampshire St., Quincy, Illinois 62301.



GATES
A DIVISION OF HARRIS-INTERTYPE

REGIONAL NEWS

IBS's Pacific Region held a successful one-day engineering conference on May 2. Unlike most regional affairs, this meeting was exclusively on engineering matters.

Organizer of the event was Michael Bloom of KCSB-FM. KCPR Radio served as host station at the California State Polytechnic College campus at San Luis Obispo.

The conferees were particularly interested in carrier-current engineering, so Ludwell Sibley (see Tech Tip, this issue) and Mark Lawrence of KZSU covered basic theory and new developments in the field. Other topics covered were audio console design, telephone program lines, audio integrated circuits, and security problems in the college station.

This was the first known experience with an engineering-only conference. All present were pleased with the results, particularly since the regular regional

meetings are usually too general to devote much time to technical matters.

IBS SOUTHERN SET

The fourth annual IBS Southern College Radio Conference has been tentatively scheduled for October 23-25 in Atlanta, Georgia.

Half the available convention and exhibit space at the Atlanta Marriott Motor Hotel has been reserved by IBS Southern regional director, Larry Phillips, and his conference staff.

In addition to the planning of the fall conference, the region has resumed publication of its monthly newsletter, the *Southcaster*, which will be greeting returning station personnel upon their return to the campuses in September.

A weekly record review for southern region members, called Music/South, will be distributed throughout the coming year. It's designed to give program directors an idea about what is currently being played heavily within the region and also give record companies an idea about which stations are playing specific releases. It is hoped that the service will result in more coordination within the region and better overall relations with the various record companies and distributors.

REGIONS AND DIRECTORS

NEW ENGLAND REGION (Maine, Vermont, New Hampshire, Massachusetts, Connecticut and Rhode Island):

Dic Allen
c/o WPKN
University of Bridgeport
Bridgeport, Connecticut 06602

MIDDLE ATLANTIC REGION (New York City, Long Island, New Jersey, Delaware and Pennsylvania out to a 250 mile airline radius from NYC):

Mark London
63 Mount Pleasant Avenue
Hanover, New Jersey 07935
(201) 839-9579

CAPITOL REGION (Maryland, Virginia and the District of Columbia):

Midn. Daniel D. McConnell
16th Company, U.S.N.A.
Annapolis, Maryland 21412

SOUTHERN REGION (North Carolina, South Carolina, Tennessee, Alabama, Mississippi, Georgia and Florida):

Larry K. Phillips
P. O. Box 1931
Atlanta, Georgia 30301

EMPIRE REGION (New York State with the exception of NYC and Long Island):

Edward M. Szynaka, c/o WCVF
State University of New York
Fredonia, New York 14063

GREAT LAKES REGION (Michigan, Indiana, Ohio, Kentucky, West Virginia and that area of Pennsylvania over 250 miles airline from New York City):

Michael D. Jones, c/o WSAJ
Grove City College
Grove City, Pennsylvania 16127

SOUTHWEST REGION (Oklahoma, Texas, Arkansas, and Louisiana):

Patrick H. Merrill
c/o Radio-TV, Film Department
Oklahoma State University
Stillwater, Oklahoma 74074

NORTH CENTRAL REGION (North Dakota, South Dakota, Minnesota and Wisconsin):

Thomas Karnowski

Box 134
Sauk Rapids, Minnesota 56379
(612) 252-7489

MIDWEST REGION (Nebraska, Kansas, Iowa, Missouri, and Illinois):

David N. Wilson
c/o KRNL
Cornell College
Mount Vernon, Iowa 52314
(319) 895-8777

NORTHWEST REGION (Washington, Oregon, Idaho and Montana):

Daniel Ketcham
Northwest Nazarene College, Box K
Nampa, Idaho 83651

MOUNTAIN REGION (Wyoming, Utah, Colorado, and New Mexico):

John N. Wendorf
c/o Radio Station KVDU
University of Denver
Denver, Colorado 80210
(303) 753-2667, -2691

PACIFIC COAST REGION (California, Nevada, and Arizona):

Michael E. Bloom
Box 11181
Univ. of Calif. @ Santa Barbara
Santa Barbara, California 93017

CANADIAN REGION (the Provinces of Canada):

Lawrence Bedder
325 Blecker Street, Apt. 609
Toronto, Ontario 282

OVERSEAS REGION (All that's left over):
Regional Director wanted

IBS REGIONS COORDINATOR (Provides assistance to the regional directors and a unified channel of communications to the IBS national organization):
Richard H. Crompton/home tel. 215-644-1688
Vice President-Regions
248 Swedesford Road/work tel. 215-644-4096
Malvern, Pennsylvania 19355 215-644-1123

WFDU TO GO FM

September 1, 1970 has been set for the initial broadcast of WFDU-FM STEREO, 89.1. The broadcast will mark the end to a seven year court battle with WNYU over the use of the vacated United Nations educational broadcast band.

WFDU-FM STEREO will have its offices and studios located on the Teaneck Campus of Fairleigh Dickinson University. As an educational station, the first of its kind in Bergen County, WFDU-FM will provide the listening community with a well-rounded program of music, news (both local and national), educational programming, sports, and weather.

The station's stereo signal will serve Northern New Jersey and the Greater New York listening area. WFDU-FM's antenna will be located atop the historic Armstrong Tower in Alpine, New Jersey, the site of the world's first FM broadcast.

Beginning with WFDU-FM STEREO, the needs of Bergen County will be sought out and met. Programs will be geared to educate the community by drawing from the university sources, as well as from local agencies. The station will relate to the listener in Bergen County by discussing his needs and problems, on one hand, and by entertaining the listener, on the other.



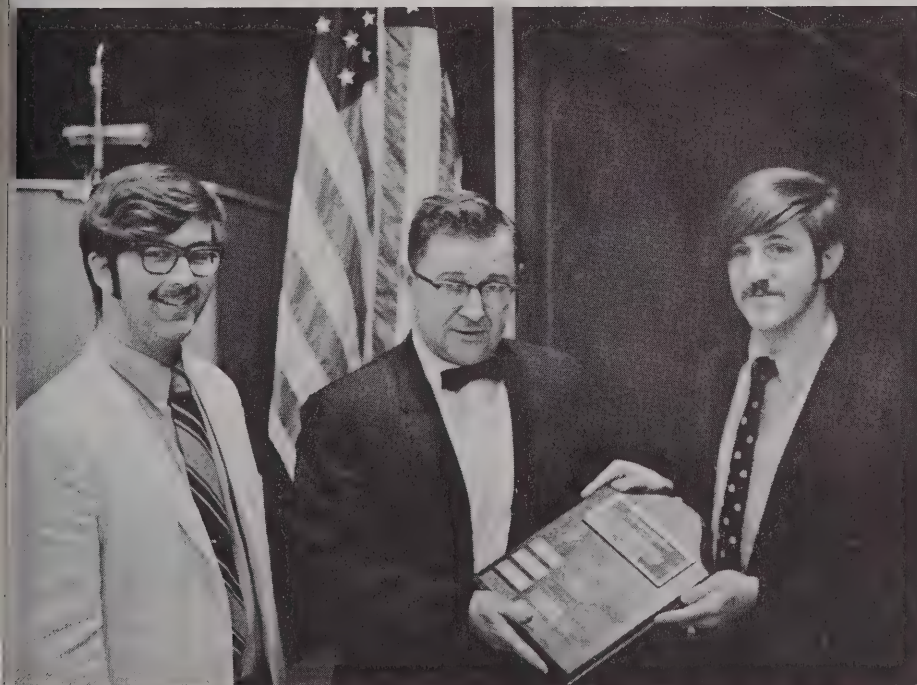
The new APBE's Board of Directors with Mrs. Marianne Campbell (center seated), AVCO Broadcasting, Cincinnati, the retiring president. (left to right) Dr. Harold Niven of NAB, executive secretary; Thomas E. Bolger, WMTV, Madison, Wis., the newly-elected president; Dr. John H. Smyth, Louisiana State University, vice president; and Clark Pollock, Nationwide Communications, Columbus, Ohio, secretary-treasurer. Standing are Donald E. McClintock, WBB-TV, Great Falls, Mont.; Jack W. Lee, Lin Broadcasting, New York; Arthur Hungerford, Pennsylvania State University; Ray Johnson, KMED, Medford, Ore.; Dr. Sherman Lawton, University of Oklahoma, and Dr. Leo A. Martin, Michigan State University.

THE DR. FRANK CONRAD AWARD, PRESENTED FOR THE FIRST TIME

In cooperation with the Westinghouse Broadcasting Company, WRCR RADIO at Rockford College in Rockford, Illinois, presented for the first time the Dr. Frank Conrad Award, in honor of the engineer who in 1920 began the nation's first broadcast station. The Dr. Frank Conrad Award will be given each year by WRCR to the individual or organization that contributes most significantly to the growth of WRCR RADIO.

The Dr. Frank Conrad Award, named after the founder of modern radio broadcasting in the United States, was presented to Rockford College's Vice-President for Development, Mr. John D. Spence by WRCR's General Manager, Ross Hunter (see photo).

The award was also presented in conjunction with radio's celebration of its fiftieth anniversary this past spring. Mr. Tom Stanford, Advertising and Sales Promotion Manager for the Westinghouse Broadcasting Company, aided WRCR in the development of the award.



THE DR. FRANK CONRAD AWARD is presented by WRCR radio at Rockford College, Rockford, Ill., to the school's Vice-President for Development, John D. Spence, by General Manager, Ross Hunter (r) and Operations Manager, Mark Groth (l). The award is named after the founder of station KDKA in 1920 and is presented in conjunction with radio's fiftieth anniversary.

PHOTO BY GEOFFERY HULIN

TECH TIP

THE LATEST ON PHOTORESISTOR AUDIO CONSOLES

By Ludwell Sibley

The idea of building studio mixing consoles with photoresistors rather than stepped attenuators or conventional potentiometers has been successful for at least five years. In this system the mixer control varies the intensity of a lamp which illuminates the photoresistor, which in turn changes the audio level. (For complete details see Section 55.30 in the IBS Master Handbook.) This gets

rid of the noise and cost problems of conventional mixers.

For studio equipment, power consumption is no real problem and almost any small lamp is usable. The lowest power common lamp is the No. 49 (120 volts at 60 mA). This represents about 120 mW per mixer at full gain, which is inconvenient for good battery life in miniature portable equipment. Now, however, a good variety of combined



Mr. Paul Brown receiving his award from Donald Grant.

Members of the Intercollegiate Broadcasting System took time out from the festivities at last April's annual convention in Chicago to honor Paul Brown (pictured at left) of Paul Brown Promotions, New York City.

Mr. Brown, shown here being presented his award by Donald Grant, Executive Secretary of Iota Beta Sigma national broadcasting fraternity, was honored as the man who has done the most for college broadcasters throughout the country this past year.

The award was presented before a full throng of delegates in the main ballroom of Chicago's LaSalle Hotel.

mp-resistor modules is available with reduced power drain and cost. As an example, the Vactec VT1.5040 takes a maximum of 1.5 volts at 40 mA or 60 W and costs only \$2.14 in quantities of 49.

For those interested in building photo-sistor compressors, there are combined assemblies of a light-emitting diode and a motoresistor. A typical one (the Vactec LT2C1) provides the following approximate values of resistance with varying amounts of diode current:

Diode Current (mA)	Photocell
0	100 meg
4	80 K
10	8 K
40	1.9 K

The diode should have a resistor in series to limit the current to 40 mA. The cost of this particular unit is \$8.20, but it makes possible a good compressor with greatly simplified circuitry. The diode units have much faster response time than incandescent types: typically the times for a 10:1 rise or fall in resistance are about 700 and 250 microseconds respectively. This is easily fast enough for compressors and possibly limiters. These times can be stretched at will by including a RC time constant in the driver circuit.

The new diode-resistor assemblies have potential for use with ICs in building some really good audio equipment.

TAPE RECORDER MANUALS

Readers who maintain tape machines may be interested in this item. The writer has a copy of the instruction manual for the Magnecord PT6-P recording amplifier, the engineering and maintenance notes for the PT6-A, and the instruction sheet for 10½ inch reel adapters, all dating from 1949. Since a large number of old Magnecorders live on at college stations, this material may still be useful. For a copy contact L. A. Sibley, Box 2010, Sanford, Calif. 94305. (Incidentally, the Sams Photofact Set 190, Folder 6, covers the PT6/PT63 transport quite well.) The writer can also provide a copy of the U.S. Army technical manual for the Uher 8000 Report L portable machine, containing full mechanical disassembly drawings, alignment procedures, and an American-style circuit diagram.

SPARE TUBES FOR PHASITRON EXCITERS

In the late '40s General Electric introduced the "Phasitron" method of FM modulation, which used a special beam-

deflection tube to obtain phase modulation in the low-frequency stages of the FM exciter. The tube itself was complex and expensive, costing well over \$200. Phasitron exciters are long since obsolete, but a number of them are still in service, like the one that KCSB-FM received as a donation and used on the air for more than a year. Likewise, there must still be some spare phasitron tubes floating around, new or used. To aid low-budget campus stations, any station needing a spare tube or having one to trade or sell is invited to write the address above. Perhaps we can get some of these relics into appreciative hands.

SIMPLIFIED AUDIO FILTERS AND TRAPS

An excellent source for high-quality audio inductors, familiar to radio amateur teletype enthusiasts, is telephone loading coils. These are widely available surplus for 25 to 50 cents apiece. The most common ones by far are the 632 type, composed of two 22-mH windings which can be series-connected to give 88 mH. With the start lead on one winding tied to the finish lead of the other to give 88

mH, their quality factor Q is about 60 at 1 kHz. Being toroids, they have almost no magnetic flux leakage and can be mounted on a metal chassis with silicone rubber cement.

For building special audio filters, almost any inductance from 88 to about 40 or 22 to about 10 mH is available by removing turns. Fig. 1 gives the inductance obtainable by removing specific total numbers of turns from a 632-type coil. If you plan to operate the windings in parallel to get higher Q, remove half the total from each winding. Thus, to make a 70-mH coil, one can remove a total of 82 turns, half from each winding, and tie the windings in series. To get 17 mH, take 46 turns off (23 from each winding) and parallel the windings.

For making audio tuned circuits usable in LC oscillators or traps, one can use the full 88- or 22-mH winding and an appropriate capacitor to resonate at the

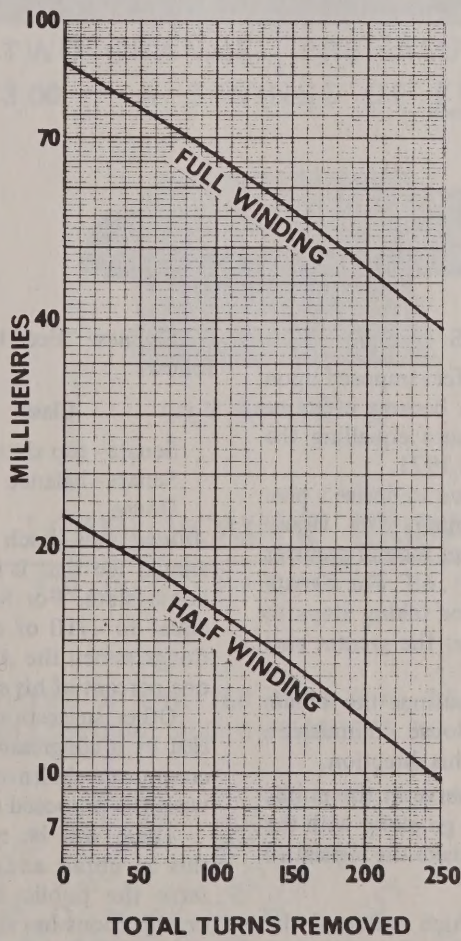


FIG. 1

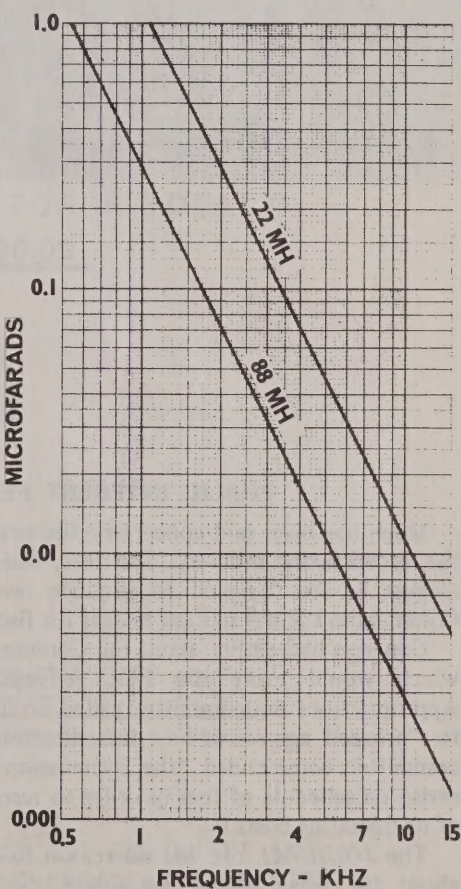
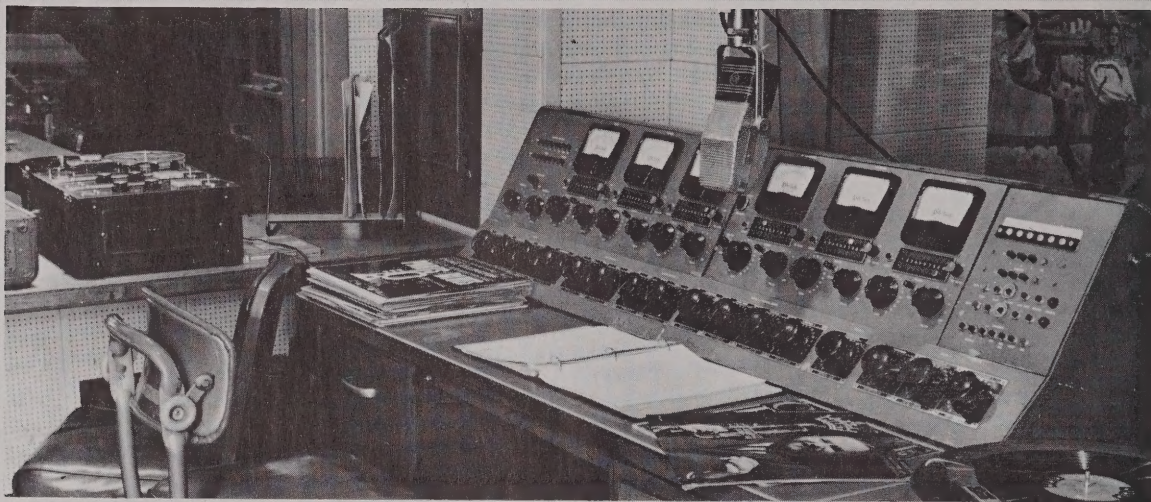


FIG. 2

desired frequency. Fig. 2 gives the required capacitance to resonate at common audio frequencies. As an example, to add a 10-kHz whistle trap to an AM radio, use the 22-mH parallel connection (start lead to start lead) and a 0.011 µF capacitor.

Sign Off!



EDITORIAL

PUBLIC INTEREST FEES

Much has been said concerning the new fees imposed upon the broadcasting industry. The fees, which became effective August 1, are designed to produce revenues equalling the Commission's \$24.9 million budget for fiscal 1971.

Congress had earlier asked the Commission to devise a plan which would make the FCC self-sustaining. The House Appropriations Subcommittee called on other federal agencies to "proceed aggressively in this direction . . ." The Senate committee commended "the commission for taking steps to revise its schedule of fees in order to recover the greater part of its operating costs."

The *JOURNAL* can see no reason to continue the debate about the fees; instead, we follow the House committee's recommendation to proceed aggressively in this direction.

Since the trend is to tax groups which serve in the public interest, we are confident the Congress will go along with the new schedule of fees we have designed to make the legislative unit become more self-sustaining.

Although the Bureau of the Budget, which endorsed the new FCC fees, has not had a chance to review our proposal, we are sure a commendation will be arriving shortly.

The new "Fees to Serve in the Public Interest" would be as follows:

Class	Privilege to Serve Fee
Senate—top six states	\$1,000
Senate—balance	750
House	500

Annual fees—Each Senator and Congressman should pay an annual fee that is based on the population of the politician's home state. For Senators the annual fee will be a payment equal to 1/10 of one percent of his state's population. For Congressmen the Annual fee will be a payment equal to 1/5 of one percent of his state's population.

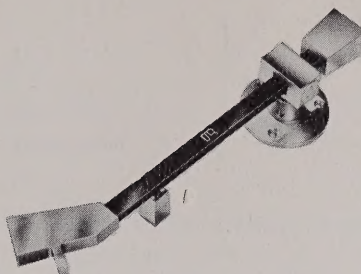
Other suggestions called for a fee placed on each NO vote cast by a congressman. Also an extra fee was debated for each committee chairman that held costly hearings. But we did not want the proposed schedule to sound ridiculous.

There will be numerous complaints from the Hill calling this an unfair and discriminatory tax placed on persons who serve the public interest. But the trend for self-sustaining organizations has started. Besides, the politicians can probably pay the fees out of the savings they make on their political broadcast advertising.

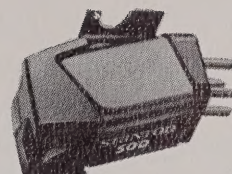
a winning combination...



QRK 12/C



GRAY 303

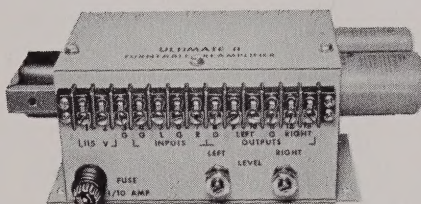


STANTON
500AL

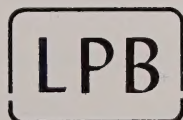
QRK 12/C	\$ 189.50
GRAY 303	72.50
STANTON 500AL	30.00
TOTAL	\$ 292.00

PACKAGE PRICE
\$ 260.00 !!

OR BUY TWO OF THESE PACKAGES AND A \$189.00 QRK
ULTIMATE II TWO CHANNEL PRE-AMP FOR A TOTAL
OF ONLY **\$673.00** — A SAVINGS OF **\$100.00.**



ULTIMATE II



LOW POWER BROADCAST CO.

520 LINCOLN HWY., FRAZER, PA. 19355 (215) 644-4096

EXCLUSIVE MANUFACTURERS OF LIMITED AREA A.M. BROADCAST EQUIPMENT AND
DISTRIBUTORS OF PROFESSIONAL AUDIO PRODUCTS TO THE BROADCAST INDUSTRY.

AMPEX
AUDIO DEVICES
CBS LABS
ELECTRO-VOICE
FIDELIPAC
GRAY RESEARCH
MAGNECORD
METROTECH
QRK
REK-O-KUT
RUSCO
SCULLY
SHURE
SPARTA
SPOTMASTER
STANTON
TEAC
UHER

INTERCOLLEGIATE *mass*
BROADCASTING *communication*
SYSTEM *is where it's at!*

NORMAN, OKLAHOMA 73069

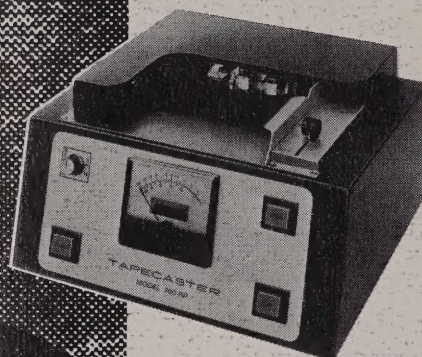
Radio Station KRFC
 Rick Mahler
 3111 Brian Ct.
 Arcata, Calif. 95521

*180 Volpiano
 Cotati, Ca 94401
 JBF*

POSTAGE DUE 6 CENTS
 Forwarding postage guaranteed
 by addressee.

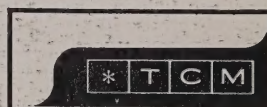
Return Postage Guaranteed

TAPECASTER T C M

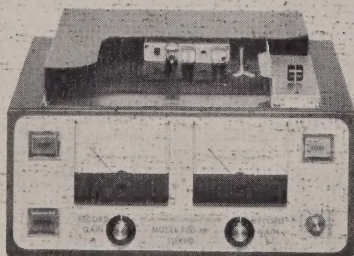


*MARCONI would have
 wanted it that way...*

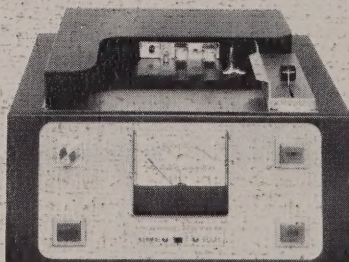
We think the inventor of the radio would have liked the TAPECASTER cartridge machine. We were a little too late to get Marconi's opinion, but what really matters is what our customers think of it and they like it.



TAPECASTER® TCM, INC.
 Box 662 — 12326 Wilkins Avenue, Rockville, Maryland 20851
 Phone: 942-6666 Area code 301



Model 700-RPS
 Solid state stereo
 combination
 record-playback unit



Model 700-RPD
 Solid state combination
 record-playback unit
 for delayed programming



Model 700-P
 Solid state playback unit